

‘What is the Census?’ and Elected Official PSA Scripts

Public service announcements (PSAs) are an excellent tool to raise awareness in your community about the importance of the 2020 Census. The PSA scripts below are designed to provide an overview of ‘What is the Census?’ and highlight issues relevant to elected officials about the importance of the census. Use these scripts to make your own PSAs to help ensure your community is counted accurately in 2020.

‘What is the Census?’

60 Second PSA - Stronger Connection

What is the Census? As mandated by the U.S. Constitution, the census is a once-every-decade count of everyone living in the country. When we know how many people live in your community, organizations, and businesses are better equipped to evaluate the services and programs needed, such as clinics, schools, and roads. It also determines how seats in Congress are distributed among the 50 states. In March of 2020, the U.S. Census Bureau will send every household an invitation to complete a simple questionnaire about who lives at your address on April 1st. You will have the opportunity to respond online, by phone, or by mail, and federal law keeps those responses safe and secure.

Shape your future. START HERE. Visit 2020census.gov

15 Second PSA – What?

The 2020 Census is count of everyone living in the United States on April 1st. As mandated in our Constitution, it takes place only once every ten years. Please respond when you receive your census questionnaire – online, by phone, or mail.

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15 Second PSA – Why?

Why do we have a census? An accurate count of the population determines how many seats each state has in the U.S. House of Representatives and informs decisions on funding for critical public services in your community.

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**United States®
Census
2020**

Elected Officials

EVERYONE COUNTS – PUBLIC FUNDING (30 seconds)

Whether you are a **UW Husky** or a **WSU Cougar, Seattleite** or **Walla Wallan**. Whether you're a recent graduate or retiree, farmer or factory worker, artist, or aspiring astronaut – this message is for you. When you get your invitation from the U.S. Census Bureau to participate in the 2020 Census, I'm counting on you to participate. So is your state. The census happens just once every ten years and impacts funding decisions on critical needs like clinics, public transit, schools, and more.* This is your chance to not only shape your future, but **Washington's** future. Shape your future. START HERE. Visit 2020census.gov.

**Optional additional tangible benefits to note: senior services, emergency management, fire stations, job training, water treatment, public housing, veterans programs, community centers, literacy programs, parks.*

MAKE A DIFFERENCE (60 seconds)

I care about **(name of community)**. And every day I meet others who care about our community as much as I do. They often ask, "What can I do to make a difference?" This year, the answer is easy. You can make a difference by participating in the 2020 Census. That's because the census informs how billions of dollars are allocated every year to health clinics, schools, affordable housing, and hundreds of other critical services and programs that make a difference in our lives every day.* It only takes a few minutes, but the impact will be felt for years. When you receive an invitation from the U.S. Census Bureau, complete the simple questionnaire online, by phone, or by mail. And the census only occurs once every ten years, so don't miss out on your chance to make a difference. Shape your future. START HERE. Visit 2020census.gov

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